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RJ Reynolds Tobacco Company

G. H. MOULTON
Key Account Manager

6500 Jericho Turnpike, Suite 207
Commack, NY 11725
516-499-0254
Fax 516 499-0572
Voice Mail 800-757-6255
Ext. 46958

May 30, 1996

To: 1610 ROU
For All Managers & Reps With Wallace Oil Locations
(1623, 1636)

Subject: ***Wallace Oil - Summer Activity***
(ID #2358 00 00)

As information, RJR Share of Market in Wallace Oil locations decreased .8% during 1st Quarter 1996 compared to 4th Quarter 1995, while our number one competitor increased total Share of Market by 2.2%.

Since our 1996 Partners contracts were accepted and implemented in this chain during late February, early March, I feel this is the major reason for RJR's poor S.O.M. results. I expect RJR's S.O.M. to increase during 2nd Quarter 1996. With this in mind and Philip Morris' heavy summer promotional schedule, please ensure you are matching any competitive activities at store level during the upcoming months with our updated price gap and ceiling strategies. This is very important.

Please continue to follow company strategies concerning any buydowns. All buydowns can be done at store level with VPR's, *except at the Monroe location (coupons only)*. There are no promotions for the Warwick location (RLJD Inc.) as they are not participating in our 1996 contracts.

I feel we can grow our S.O.M. in this chain now that our contracts/programs have been implemented and we match the competition.

If you have any questions concerning Wallace Oil locations, please voice mail me at 60437.

Thank you for your assistance with this chain.

Sincerely,

Jim

Jim Mallardi
JPM/pk

cc: 1210 ROU

"We work for smokers."

51853 1420

Source: https://www.industrydocuments.ucsf.edu/docs/thmn0000